From: Merlo, Ellen on Fri, Aug 11, 1995 3:31 PM
Subject: RE: Wall Street Journal
To: Firestone, Marc; Han, Vic; Laufer, David; McCormick, Brendan; Parrish, Steve; Woodward, Ellis
Cc: Sorrells, John; York, Mike

I SPOKE WITH HER AND GAVE HER INFO ON AAA, ETC. HOWEVER, SHE ASKED ME ABOUT THE DOCUMENTS, ABC SUIT AND WANTS TO TALK TO STEVE. I TOLD HER I COULD NOT COMMENT ABOUT THOSE TOPICS – SO SHE WANTS TO TALK TO AN EXECUTIVE OF THE COMPANY – I GUESS NOT JUST A FLACK LIKE ME. SHE REALLY WANTS STEVE. WILL EVEN WAIT UNTIL THE WEEKEND. SHE IS FIXATED ON WHAT OUR ONGOING PLANS ARE FOR MOBILIZATIONS, USING EMPLOYEES, ADS, COMPROMISE, ETC. I SKIRTED AND STAYED WITH BASIC MESSAGE OF AAA – COMMON GOAL OF HAVE A REAL IMPACT ON YOUTH SMOKING,. ETC. HOWEVER, SOMEONE IN WRA, IF NOT STEVE, SHOULD TALK TO HER OTHERWISE I THINK WE WILL HAVE A VERY UNBALANCED STORY.

2047027742

To: Merlo, Ellen
Cc: Carraro, Tara; Colby, Dolly; Coughlin, Mary; Daragan, Karen; Firestone, Marc; Han, Vic; Kiley, Debbie; Laufer, David; Lenzi, Jack; Martin, Maria; Prager, Greg; Rainey, Karen; Sorrells, John; Woodward, Ellis; York, Mike
From: McCormick, Brendan on Fri, Aug 11, 1995 2:23 PM
Reporter:Yomiko Ono
Phone No.212-416-3243
Media Outlet:FW: Wall Street Journal
Location: New York
Topic: Lawsuit
Deadline: COB - Today

2047027742A

Yumiko is writing a story for Monday looking at what the next few weeks will bring in the battle with FDA and Clinton. Her focus is not on the lawsuit but on what our strategy is beyond that. Are there specific actions we will be undertaking? Will there be an ad campaign? Will we mobilize employees? What will our public arguments be? Will we be talking about prohibition? Will Steve continue to appear on national television?

I let her know that we probably wouldn't discuss specifics but may be able to give her something.

Ellen: Do you want to talk to her about our plans to move forward with AAA, talk about the reasonableness of our position and general comment on getting our message out there?

To: Carraro, Tara; Coughlin, Mary; Daragan, Karen; Haviland, Ingrid; Kiley, Debbie; Laufer, David; McCormick, Brendan; Rainey, Karen
From: Martin, Maria on Fri, Aug 11, 1995 12:47 PM
Media Outlet:Wall Street Journal

2047027742 B

She want to set up an interview with Steve Parrish to go over some specific points that she has regarding the lawsuite that was filed yesterday. This is for Monday's edition of the Journal

Media Inquiry for Woodward, Ellis

To: Barger, Sue Ann; Carraro, Tara; Cho, Elizabeth; Colby, Dolly; Crabill, Jean; Dennis, Darienne; Han, Vic; Ison, Dan; Jones, Judy G.; Leahy, Karen; Mallory, Arthur; McCormick, Brendan; Miles, Floyd; Moore, Mary Ellen; Morris, Beth; Pearce, Mary; Poole, Jay; Tobiaz, Sarilee; Waldrip, Becky; Wells, Patty; Whitley, Karen; Woodward, Ellis

From: Wells, Patty

Date: Fri, Aug 11, 1995 4:43 PM

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Source: https://www.industrydocuments.ucsf.edu/docs/kfkx0000